

Assignment TV

By **TERRENCE O'FLAHERTY**

PUH—Assignment: Television. The Peabody Awards for achievement in television and radio were distributed recently to 18 winners in New York City. They honor the programs that swam valiantly against the current which swept television farther toward mediocrity in 1966.

Television Entertainment: "A Christmas Memory," the bitter-sweet drama of a small boy and his aunt, how they made their Christmas fruit cake and shared their modest happiness long ago. Adapted from a story by Truman Capote for "ABC Stage '67."

Television Education: NBC's shocking "American White Paper: Organized Crime in America," a monumental three-and-one-half-hour chronicle of our nation's largest single business and how its grubby fingers steal from all pocketbooks. Also: "The National Geographic Specials," a splendid series which included "The Voyage of the Brigantine Yankee," "The World of Jacques-Yves Cousteau" and "The Hidden World" on CBS.

Promotion of International Understanding through Television: "Siberia: A Day in Irkutsk," an NBC special report on a city the Russians have carved out of the wasteland. Also: ABC's "Wide World of Sports," a series which has, for six years, followed international competitions in the one field that transcends political barriers.

Television Public Service: "Assignment Four," a (San Francisco) KRON-TV project which produces a thought-provoking, half-hour documentary, 52 weeks a year and airs it in prime time. The subjects range from culture to controversy and are produced with a news-gathering skill which makes them required viewing for well-informed San Franciscans. Also: "CBS Reports: The Poisoned Air," which demonstrated that the techniques for the solution of air pollution are available now.

Television News: Harry Reasoner, CBS' special events commentator whose pleasant and gentlemanly demeanor is an asset to the network and a bonus for the viewer.

Television Children's Program: "The World of Stuart Little," an NBC production based on the E. B. White children's story.

Television Art Direction: Tom John, whose artistry provided imaginative backgrounds for three splendid CBS television programs: "Death of a Salesman," "Color Me Barbra" and "The Striplin' Twenties."

Special Award: National Educational Television and its producing stations for such excellent programs as "N.E.T. Playhouse," "N.E.T. Journal," "U.S.A.: The Arts" and others. Through them, it demonstrated that a cultural network can compete professionally for the attention of the larger audience and do it with artistry and without compromise. This award was for past achievement as well as in anticipation of things to come.

Special Award: "The Bell Telephone Hour" which changed mantles this season and become the nation's top musical series, reflecting American culture at its highest level. Particularly noteworthy is the new policy which presents commercials at the end of the program, giving viewers an uninterrupted hour of intelligent entertainment.

SPECIAL local awards in the field of television were given to "Artist's Showcase" on WGN-TV, Chicago, which employs a symphony orchestra and outstanding soloists, and to WTMG-TV's "A Polish Millennium." In the area of local news and entertain-

ment an award went to "Kup's Show" WKRB-TV, Chicago.

Radio Awards went to Elmo Ellis whose "Viewpoint" is on WSB, Atlanta, Ga.; to "Community Opinion" on WLII, a Harlem radio station which provides a local safety valve for comment and complaint; to "Dorothy Gordon Youth Forum" for a special program on youth and narcotics on NBC, New York; and to Edwin Newman of NBC for radio news.

Editor's Note: The George Foster Peabody Awards are made annually by a board composed of Edward Week, former editor of Atlantic Monthly; Newton Minow; Bennett Cerf, editor of Random House; John O'Hara, John Daly, and Terrence O'Flaherty.)

Crenshaw Contract Awarded

A \$1.2 million contract for widening and improving Crenshaw Boulevard on the Palos Verdes Peninsula has been awarded by the Los Angeles County Board of Supervisors. Tomel Construction Co. of Manhattan Beach received the contract. The firm submitted the lowest of five bids. Work involves a 1.3-mile section of Crenshaw Boulevard between Palos Verdes Drive North and Silver Spur Road. The project is the second in a three-phase program designed to improve some 3.3 miles of Crenshaw Boulevard between Pacific Coast Highway in Torrance and Crest Road.

TUESDAY SESSION

Members of the Lomita Parks Commission will meet at the Lomita City Hall, 2532 Narbonne Ave., Tuesday at 7:30 p.m.

Florists Now Wait For June Weddings

By **REYNOLDS KNIGHT**
The old slogan advises us to "say it with flowers," but as far as the flower industry is concerned customers aren't saying it enough.

There are 11,000 professional flower growers and 22,000 florists in the United States and all of them realized good sales this past Easter. Furthermore, they're looking forward to Memorial Day and June weddings for additional sales boosts. But, after that, until Christmas, sales generally wilt badly.

Economists maintain that florists have not been able to change the buying habits of many Americans. Most U.S. consumers buy flowers only for special occasions, whereas the European considers flowers almost a necessity.

A University of California economist says that florists themselves are at fault for the "long sales drought" between June and December. Among other things, he accuses them of failing to set up shops in prime locations such as new shopping centers. Also, he notes, florists have created an impression that they are selling an expensive and special product.

CALIFORNIA supplies about 20 per cent of the flowers sold in the United States. Wholesale production of cut flowers there came to \$75 million last year, compared with \$65 million in 1960.

However, the economist points out, sales in the \$1.5-billion-a-year industry would be much better if florists became more aggressive in the off-season instead of just relying on funerals, weddings and holidays to bolster their sales.

Plastics continue to make inroads in the fields of other materials. During the last few years, manufacturers have found them more suitable than metal or wood for many products like radio and television sets, vacuum cleaners, food mixers and luggage.

THAT IS largely because one of the newer plastics, called Cyclocac ABS, has many

qualities that you can't find in other materials. It can be formed into any shape the designer can dream up, and it's virtually unbreakable.

And now chemists at Borgwarner's Marbon Chemical division have come up with a dramatic new development that will make Cyclocac even more versatile. They have produced a material that can be processed just as metal stampings are, at room temperature and on regular metal presses.

William A. Custer, Marbon president, sees a great future for the new material, especially in the production of rigid containers for ready-to-serve foods. The big advantage, he says, is that any metal fabricator will be able to produce Cyclocac items with existing presses.

THERE'S A chop house in

New Ballet To Debut In Redondo

A four-act ballet, "An Adventure into Fantasy," will be presented June 10 at the Perry Park Recreation Center, 2301 Grant Ave., Redondo Beach.

The program, which may be viewed at 2 p.m. and at 8 p.m., is sponsored by the Redondo Beach Recreation and Parks Department. Tickets, at 50 cents for adults and 25 cents for children, may be purchased at the door.

The ballet, under the direction of Mrs. Sylvia Wanner, will mark the first public performance since the Redondo Beach program was begun in early 1966.

Featured dancers are between 5 and 13 years of age, Mrs. Wanner explained.

Among those children who will appear on the program are Lana Lauerman, Ellen Makos, Susan Schiller, Theresa Prutetsky, Susan Carlson, Laura Ostler, Celena Martinez, Susan James, and Jo Jo Crabtree.

New York that daily "sacrifices" a table despite lined-up customers. The table is reserved for British Prime Minister Harold Wilson. The prime minister has never shown up, but the owner promises to hold his table "forever" as a promotional stunt. . . . A savings and loan association in Minneapolis provides a braille schedule card of Minnesota Twins' baseball games for blind fans. . . . A business magazine advises subscribers to inform its "fulfillment manager" of changes of address.

A top executive of Chemetron Corporation predicts that in another five years the basic oxygen process of producing steel will account for approximately half of the nation's steel tonnage. Currently about 20 per cent of the total ingots poured in the United States are produced by this method.

John L. Adank, president of this leading producer of oxygen and other industrial gases, describes the relatively new steel production method as the "most revolutionary development since open-hearth furnaces surpassed the Bessemer process for making steel."

HE EXPLAINS that in the basic oxygen process, large quantities of oxygen are used to swiftly raise temperatures and burn up undesired elements. Steel is "heated" in 40 minutes, whereas it takes from 6 to 10 hours by the open-hearth process. About 1,800 cubic feet of oxygen are consumed in the BOF to produce one ton of steel.

A manufacturer in Michigan has introduced a fire sprinkler system that reportedly turns itself off after extinguishing a fire. . . . Available for restaurants is a heavy-duty, 30-quart mixer that can be used for kneading bread and pizza dough, mashing potatoes, mixing cake dough, chopping meat and dicing vegetables. . . . A new 10-transistor clock radio features a slide-rule scale, tone control, night-and-day clock dial and an earphone.

Around the World with Stan Delaplane

COPENHAGEN—Fresh report from a daughter traveling solo in Europe: "I'm meeting lots and lots of kids who go around Europe on very little money. Not so many Americans. But many Australians. Also British and South Africans.

"They get around all kinds of ways: hitchhiking, trains, co-op rented cars. They stop in towns and get sandwich things for the road. Some hostels include breakfast. Youth hostels are \$1, student hostels \$2.

"I met two Australian boys traveling together except one likes to hitchhike and the other thinks trains are best. So each goes his own way and they meet at night in the next town.

"You always meet someone in a hostel who will give you a ride somewhere."

"I got some good material from several boys who hitchhiked and got by on incredibly little money. I pay them for this. So if you want a copy, send me a dollar. A copy of doing Europe by bike goes with it."

"Would you suggest Eurailpass for our son who is going to Europe on a 21-day excursion flight?"

There is a 21-day Eurailpass—unlimited first-class railroad travel in Western Europe. Depends, I suppose, on how much he intends to move around. It costs \$99. You MUST buy it here. Any travel agent.

"We intend to have a Mexican party and would like a good tequila recipe."

Serve the tequila straight and use this chaser: Four cups of orange juice. One cup of lemon juice. One quarter cup of grenadine syrup—the kind they use in bars for cocktail mix. A half of a medium-sized onion, minced. Two teaspoons of salt. One teaspoon of tabasco sauce. Shake it up. Keep it chilled. And let it stand overnight—it's no good until the flavors blend. A sip of tequila, a sip of this chaser—it's called sangrita.

"We are thinking of a fall trip by car through Spain and Portugal. Would appreciate anything on routes and places to stay."

You could start by renting a car in Madrid. Unless it's late fall, I'd stay north. Pretty hot south of the olive tree line. North to Burgos—great cathedral. To the walled city of Avila—spend some time walking around. To Salamanca—magnificent square. Have lunch there.

Cross the Portuguese border at Guarda. Over the mountains to Coimbra—old

university town. To Lisbon. Go out via Elvas and the Spanish border at Badajoz. Back to Madrid through Merida and the Roman ruins. Best (and cheapest) places to stay are the Government-owned inns. Called pousadas in Portugal. Paradores in Spain. Their national tourist offices will give you maps and lists. These are inexpensive countries.

Roads are fair to good. Good driving because there isn't much traffic. Food is medium in the country. Spain cooks in deep olive oil, and it doesn't always suit our digestion. So you might learn to say, "Cook it in butter."

"Two young men spending summer in Europe. (1) What airline has best looking stewardesses? (2) What town has best looking girls?"

(1) SAS. (2) Copenhagen. (All right, all you other girls. Save the stamps. I'm leaving town.)



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